



And so to bed!

At the end of a long, weary day—refreshing, dreamless sleep! But if your aching muscles and tired nerves stay awake—often sleep won't come!

Then this is a simple way to relax your tense fatigue! Put a cake of gleaming white Ivory Soap in the soap holder. Run the tub almost full of luxuriantly warm water—not too hot. Let the pleasant warmth creep like a blanket cosily up to your chin. Rest . . . drift . . . dream a few quiet moments away. Feel your muscles and nerves give way to the charm of this soothing spell.

Now Ivory is ready to play its part. How quickly its quick-forming lather washes the day's weariness away! Suppose you do drop the big, white cake? Plump!—it hardly disappears before it shoots to the surface again! And when you have finished, see how quickly this Ivory lather rinses off, leaving your skin smooth and tinglingly clean.



Millions of year-old athletes have known Ivory since the day of the very first bath. This is because both doctors and mothers know Ivory is safe, even for petal-textured skin! Is it any wonder, then, that Ivory is an American institution—a soap one can't outgrow?

Why does an Ivory bath always leave you feeling as soft and comforted as a baby? Why does it never make your skin feel shrunken—all pulls and prickles? For this very good reason: Ivory is so bland that it cleanses without robbing the skin of its natural oils. High soap-making skill combines with the finest ingredients to give you as fine a bath-soap as any money can buy!

Baths are health-insurance

Doctors know that soap-and-water baths are a simple, effective way to combat the infectious dust that flies in city air and to cleanse away the daily accumulation of perspiration. You will find that doctors and nurses who are exposed to illness in hospitals the country over largely depend on Ivory-soap-and-water washing for protection.

Take a warm bath each day with Ivory Soap, and protect your health while you gain comfort and rest.

KIND TO EVERYTHING IT TOUCHES • 99⁴/₁₀₀ % PURE • "IT FLOATS"